

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the Application.

1. **(Currently Amended)** A An in-store redemption system for generating coupons comprising:

means for accessing a database, said database including a list of consumer names, consumer identification data and virtual coupon data corresponding to each consumer name;

data entry means for entering consumer identification data for a consumer using said in-store redemption system;

first generating means for printing a coupon, in response to a command input by the consumer, based upon said virtual coupon data corresponding to said consumer identification data of said consumer using said in-store redemption system;

processing means for receiving a request by said consumer using said in-store redemption system for redemption of a selected virtual coupon corresponding to said consumer identification data, and for generating redemption data indicating said selected virtual coupon has been redeemed; and

updating means for updating the virtual coupon data presented to the consumer based on the redemption data.

2. **(Currently Amended)** The in-store redemption system of claim 1, wherein said means for accessing comprise a keyboard.

3. (Currently Amended) The in-store redemption system of claim 2, wherein said means for accessing further comprise means for transmitting data to and from a remote computer network.

4. (Currently Amended) The in-store redemption system of claim 1 wherein said processing means comprises:

fb3 means for counting a number of times the consumer redeemed a particular virtual coupon,
and

fraud indication means for indicating fraud if the number of times a virtual coupon is redeemed ~~deemed~~ by the consumer exceeds a predetermined amount.

5. (Currently Amended) The in-store redemption system of claim 4, wherein the consumer identification data is imprinted on a selected coupon as a bar code.

6. (Currently Amended) The in-store redemption system of claim 3, wherein said processing means retrieves virtual coupon data from said ~~remote~~ database.

7. (Currently Amended) The in-store redemption system of claim 3, wherein said data entry means comprise a computer diskette.

8. (Currently Amended) The in-store redemption system of claim 7, wherein said computer diskette contains data from said remote computer network entered on said computer diskette prior to use of said in-store redemption system.

yp3 9. (Currently Amended) The in-store redemption system of claim 1, wherein the updating means provides additional virtual coupons for a selected category of products based on the redemption data of the consumer.

10. (Currently Amended) The in-store redemption system of claim 1, wherein the updating means provides fewer virtual coupons for a selected category of products based on the redemption data of the consumer.

11. (New) A system for generating coupons, comprising:

yp4 a database including at least a list of consumer names, consumer identification data, virtual coupon data corresponding to each consumer name, and a code identifying a selected product associated with the virtual coupon data;

a data entry module for enabling entry of consumer identification data for a consumer using the system;

a first generating module that generates a coupon in response to a command input by the consumer, based upon the virtual coupon data corresponding to said consumer identification data of the consumer using the system;

a processing module that receives a request by the consumer for redeeming selected virtual coupons corresponding to the consumer identification data,

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added
a reviewing module that analyzes the database in real-time during checkout to determine whether the code identifying the selected product is eligible for virtual coupon discount redemption;

if the product is eligible, generating redemption data indicating that the selected virtual coupon has been redeemed; and

an updating module for updating the virtual coupon data presented to the consumer, based on the redemption data.